



FACTORS AFFECTING CONSUMERS' IMPULSE BUYING BEHAVIOUR FOR APPARELS

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ABSTRACT

Impulse buying behaviour is a significant factor as marketers try to tap this behavior of customers to boost sales. The aim of this research is to explore the factors that have an influence on consumers' impulse buying behaviour for apparels. A self-administered questionnaire developed from the literature was administered to 109 consumers. Data have been analysed by using SPSS 22 for correlation and regression. The resulted values for the construct store environment, sales promotion and person's situation, show positive significant influences with impulse buying, whereas the construct product qualities and shopping enjoyment tendency have an adverse effect on impulse purchase. The study provides merchants, academics, and scholars with helpful knowledge into the impulse buying behavior of Indian buyers, as well as the implications for the management of retailers. This study was restricted to Uttar Pradesh customers and apparel just.

KEYWORDS: Impulse Buying, Apparels, In Store Factors, Situational Factors, Consumer Traits

INTRODUCTION

In the last few decades, the analysis of buyer behavior has seen substantial changes, primarily in the way decisions are made and, as a result, in the impact on the intention to buy (Stankevich, 2017). The markets are different and characterized by an increased competition, as well as a constant innovation in products and services available and a greater number of companies in the same market. In this scenario it is essential to know the consumer well (Varadarajan, 2020). It is through the analysis of the factors that have a direct impact on consumer behavior that it is possible to innovate and meet their expectations. This research is essential for marketers to be able to improve their campaigns and reach the target audience more effectively (Ding et al., 2020).

Consumer behavior refers to the activities directly involved in obtaining products /services, so it includes the decision-making processes that precede and succeed these actions. Thus, it appears that the advertising message can cause a certain psychological influence that motivates individuals to desire and, consequently, buy a certain product/service (Wertenbroch et al., 2020). Impulse buying has been studied from several perspectives, namely: (i) rational processes; (ii) emotional resources; (iii) the cognitive currents arising from the theory of social judgment; (iv) persuasive communication; (v) and the effects of advertising on consumer behavior (Malter et al., 2020).

The causes of impulsive behavior are triggered by an irresistible force to buy and an inability to evaluate its consequences. Despite being aware of the negative effects of buying, there is an enormous desire to immediately satisfy your most pressing needs (Meena, 2018). The importance of impulse buying in consumer behavior has been studied since the 1940's, since it

represents between 40.0 and 80.0% of all purchases. This type of purchase obeys non-rational reasons that are characterized by the sudden appearance and the (in) satisfaction between the act of buying and the results obtained (Reisch and Zhao, 2017). Aragoncillo and Orús (2018) also refer that a considerable percentage of sales comes from purchases that are not planned and do not correspond to the intended products before entering the store.

2. CONCEPTUAL BACKGROUND AND HYPOTHESES DEVELOPMENT

In the present era of competition in the marketplace, impulse buying of the consumer has been perceived as an important priority and a competitive advantage (Virvalaite, Saladiene, & Bagdonaite, 2009). According to Stern (1962), impulse buying defined as "an unplanned purchase which is aroused in the store and it changes the shopping patterns of the buyers and it's an unplanned purchase decision that is made just before a purchase." According to Stern (1962), "planned buying behavior involved a time-consuming information search followed by rational decision making. Unplanned buying on the other hand entails all purchases made without such advanced planning and includes impulse buying." After understanding the impulse buying behavior, the marketer can efficiently develop their strategies (Tifferet & Herstein, 2012; Xiao & Nicholson, 2011). Virvalaite et al. (2009) stated that in the past few decades impulse buying has attracted attention of various domains, that is, consumer behavior, marketing, and psychology. Saleh (2012) stated two terms, unplanned purchase and impulse buying that are used interchangeably, though in-store may be termed as unplanned purchasing.

2.1 Store Environment

According to Mohan et al. (2013) lighting and music have a

positive effect on consumers, which in turn influences their impulse buying. The place is of significant value to customer where customer usually make thoughtful decisions and often serve as store internal stimulus (Paakkari, 2016). According to Babin and Kim (2001), the arrangement of commodities in the store besides lighting and colors significantly affects the purchase behavior of consumers. Akram, Hui, Khan, Hashim, and Rasheed (2016) investigated the impact of store atmosphere on impulse buying behavior, and the results reveal that store atmosphere has significant and positive effect on impulse buying behavior. Khan, et al. (2015) stated that situation factors (store environment) influence impulse buying behavior of consumers. Jamal and Lodhi (2015) stated that maintaining an appropriate environment has a major effect on impulse buying behavior, whereas Xu (2007) reports that store atmosphere impacts consumers' emotions, which in turn results in an increase in impulse buying. If customers feel relaxed and satisfied with the store environment it impacts positively on their emotion, and as a result, they do more shopping from that store. Thus, it is hypothesized that:

H1: Store environment has a positive influence on impulse buying behaviour.

2.2 Sales Promotion

This study discusses literature regarding sales promotions and its impact on impulse buying behavior. Many studies have proven the positive relationship between discount, promotion, and impulse purchase (Abratt & Goodey, 1990). Jamal and Lodhi (2015) stated that there is a positive relationship between consumer's impulse buying behavior and promotional activities. These studies prove a positive and significant relationship between discount offering and impulsive buying. So, by increasing the sales and promotional activities the chances of increase in the customer's purchase behavior may increase. Thus, it is hypothesized that:

H2: Sales promotion has a positive influence on impulse buying behaviour.

2.3 Person's situation

The person's situation is related to availability of time and money, and has the relationship with impulse buying (Foroughi et al., 2012). It was reported that the consumer who spend longer time on in-store browsing are expected to make impulse purchases (Sharma et al., 2010). Beatty and Ferrell's (1998) study shows that the consumer who spent more time in the store would purchase more than the consumer who spent lesser time, depends on the impulse buying nature of the consumer. It is observed that the availability of money considered as a most important facilitator in making regular and or impulse purchases. Luo (2005) demonstrates that the availability of extra money will increase the likelihood and positive emotions in the consumer and stimulate them to purchase on impulse. Jones et al. (2003) suggested that the time interval between seeing and buying the item is very short, as the consumer makes an impulse purchase responds quickly to the urge, and desire to purchase the items without delay. Kim and Kim's (2012) study also identifies the human factors and their influence

on consumer buying. As a result, availability of more money and time will opens the opportunity for consumers to browse the retail store and purchase more than the regular purchases. Therefore, this study proposed the following hypothesis:

H3: Person's situation has a positive influence on impulse buying.

2.4 Product attributes

Product attributes, such as product price, product features and product quality itself, are the major drivers of impulse purchases, which the retailers can use while offering products to the consumer (Nsairi, 2012). Researchers demonstrate that the consumer makes impulse purchases, both for expensive and inexpensive product categories (Dittmar et al., 1995), if they offered in the lower price bracket. According to McGoldrick (1982), the price was not a main reason to make impulse purchases, as the consumer today are looking for the combination of quality and quantity along with competitive price. Therefore, the low-priced products are less likely to be bought on impulse in both planned and non-planned purchase situations (Kacen et al., 2012). The consumer feel attached not only to get quality product, touching the product or getting the discounted product, and support from salespeople, but also from receiving the overall shopping benefit (Bagdare and Jain, 2013; Badgaiyan and Verma, 2015), stimulates impulse buying. It has been observed that the consumer always plan carefully for purchasing highly expensive products, but in case of relatively lower price products they are likely to be more impulsive (Jones et al., 2003). Thus, the Indian consumers today not only focus on the price of the product, but they will look for a greater balance between price, quality and quantity (Badgaiyan and Verma, 2014). Therefore, this study proposed the following hypothesis:

H4: Product attributes have a positive influence on impulse buying.

2.5 Shopping Enjoyment Tendency

Today, the shoppers recognised shopping as an enjoyable retail experience, where the shopping enjoyment tendency is considered as a specific internal enduring tendency, creates feeling of pleasure and arousal (Chavosh et al., 2011) in the consumers. Arnold and Reynolds (2003) suggest that the enjoyable part of the retail store is one of the most important competitive tool, motivate consumers to spend longer browsing time in the store and expected to make impulsive purchases (Sharma et al., 2010). Therefore, the organised retail stores are facilitated with various entertainment facilities, like musical environment, recreational centres, refreshment facilities, etc. generates fun and enjoyment (Kesari and Atulkar, 2016) of the shopping process. According to Wakefield and Baker (1998), shopping enjoyment tendency makes shoppers to relax and refresh their mood (Bagdare and Jain, 2013), creates involvement in the consumers to browse the retail stores frequently, and engages them in impulse buying in a fun filled enjoyable retail store environment. Thus, the shopping enjoyment tendency of consumers (Badgaiyan and Verma, 2014) is found to be more impulsive in nature. Therefore, this

study proposed the following hypothesis:

H5: Shopping enjoyment tendency has a positive influence on impulse buying.

3. RESEARCH MODEL

The research model depicted in Figure 1 was developed to examine consumers' impulse buying behavior toward apparels. It illustrates the causal relationships among 6 variables (store environment, sales promotion, person's situation, product attributes, shopping enjoyment tendency and impulse buying behaviour).

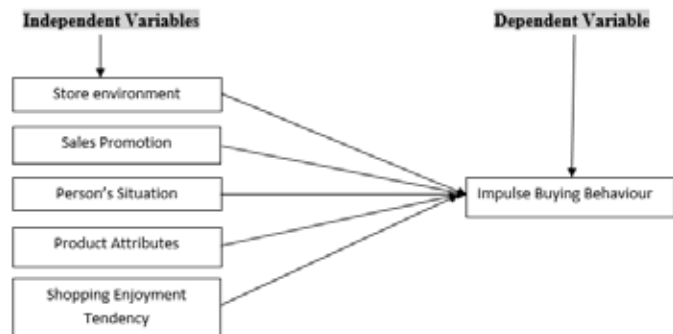


Fig1. Proposed model of impulse buying behaviour

4. METHODOLOGY

4.1 Sampling and data collection

First, a thorough pre-test of 10 respondents was conducted prior to the data collection. No major problems were found in the method and some minor problems were corrected through instruction changes. The sample was consumers of Uttar Pradesh, India. Among this consumer segment, mall shopping is a high priority with clothing shopping being the top activity. At the beginning of the questionnaire, participants were asked when they had last visited stores for fashion-shopping purposes. Only participants who had visited stores for fashion shopping less than a month prior to the study were allowed to participate. From this particular process, usable data of 109 respondents were obtained who represented more of females (74) than male (35); this is considered sufficient, taking into consideration the time, the financial constraints and the statistical analysis.

4.2 Data analysis

Correlation and multiple regression were employed using SPSS 22. Cronbach's alpha established inter-item reliability between items. And regression was used for testing the research hypotheses.

5. RESULTS AND DISCUSSIONS

	SE	SP	PS	PA	SET	Mean	SD	α
Store environment (SE)	1					3.16	0.33	0.84
Sales promotion (SP)	.621**	1				3.90	0.65	0.69
Person's situation (PS)	.482**	.265**	1			4.16	0.55	0.78

Product attributes (PA)	.365**	.142**	.336**	1		3.26	0.96	0.83
Shopping enjoyment tendency (SET)	.435**	.132**	.281**	.105**	1	4.80	0.78	0.88
Impulse Buying Behaviour (IBB)	.882**	.424**	.360**	.308**	.220**	3.96	0.60	0.79

*. Correlation is significant at the 0.05 level (2-tailed). **. Correlation is significant at the 0.01 level (2-tailed). N=109. SD – standard deviation.

Table 1: correlation matrix, descriptive statistics and reliability of scales

Correlation analysis revealed that all the dimensions have a strong association with impulse buying behaviour (since the sig. value is less than 0.05) store environment has the highest correlation with impulse buying behaviour ($r = 0.882$ $p < 0.05$) followed by sales promotion ($r = 0.424$ $p < 0.05$).

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.919	.845	.842	.23787

a. Predictors: (Constant) SE, SP, PS, PA, SET. b. Dependent Variable: IBB

Table 2. Model Summary

The model summary tables demonstrated that, the coefficient of correlation R is .919 which indicates that all the dimensions have a strong and direct bearing impact on impulse buying behaviour and the model is statistically significant.

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.140	.066		-2.135	.033
SE	.774	.021	.825	36.549	.000
SP	.243	.023	.242	10.388	.000
PS	.049	.021	.052	2.301	.022
PA	.016	.015	-.023	-1.053	.293
SET	.014	.022	.014	.628	.530

a. Predictors: (Constant) SE, SP, PS, PA, SET. b. Dependent Variable: IBB

Table 3. Regression Coefficients

Hypothesis Testing

Result shows that Hypotheses H1, H2 and H3 were accepted and H4 and H5 were rejected.

H1. Store environment had a positive effect on impulse buying having a standardized beta coefficient of 0.825, $P < 0.05$. H2. Sales promotion had a significant positive effect on impulse buying having a standardized beta coefficient of 0.242, $P < 0.05$. H3. Person's situation related significantly to impulse buying having a standardized beta coefficient of 0.052, $P < 0.05$.

The main findings of the study demonstrate that the influence of store environment on impulse buying behaviour was significant and consistent with the previous research, Xu (2007) reports that store environment impacts on the consumer's emotions, which in turn results in increased impulse buying. These findings are in line with the previous studies in which Babin and Kim (2001) point out that the arrangement of commodities in the store besides lighting and colors significantly impacts on the purchase behaviour of consumers.

As predicted that the influence of sales promotion on impulse buying behaviour was significant mainly due to the fact that consumers are more price conscious and ignore quality (Cham et al. 2018). When the consumers find any promotional activity or reduction in price, it attracts them to purchase more products beyond their prior planning.

The study findings for the person's situation construct show positive significant influence on impulse buying and support the past research efforts (Beatty and Ferrell, 1998; Luo, 2005; Amos et al., 2014; Badgaiyan and Verma, 2015), finds availability of time and money will increase the in-store browsing time and provides the opportunity of impulsive buying. It creates a confidence in the consumer for their spending and motivates them to visit the retail stores regularly for shopping and making purchases (Foroughi et al., 2012). That is the reason the consumer will spend longer time with their family members or friends (Baron et al., 1996) for browsing the retail stores.

Finding for the construct product attributes shows insignificant influence on impulse buying, which is inconsistent with the past research (Dittmar and Bond, 2010), which demonstrate that the product attributes itself are the impulsion for making impulse purchase decisions.

Unexpectedly the study findings for shopping enjoyment tendency construct show negative insignificant influence on impulse buying and inconsistent with the previous research studies (Chavosh et al., 2011; Badgaiyan and Verma, 2014). Studies suggest that the consumer with high shopping enjoyment tendency motivates and involves consumers in in-store browsing longer, and makes unplanned purchase decisions on perceiving impulse. Most of the consumers engage themselves in an enjoyable retail environment, to experience the pleasurable shopping environment (Sharma et al., 2010), as the retail stores are facilitated with entertainment and refreshment facility generates fun and enjoyment of the shopping process.

6. IMPLICATIONS AND LIMITATIONS

The study provides some valuable insights about the influence of consumer traits and other factors on impulsive buying behaviour of the Indian consumers to the organised retailers and marketers. The understandings of these variables help retailers to make use of this study for creating and delivering their promises to the consumer and prepare their marketing strategies by optimal utilisation of positive responses, which helps them in generating sales, designing store layout and enhancing retail store performance. The study implications can also guide retail managers to effectively and efficiently

target impulse buying consumers by designing sales promotion programmes, such as events, offers, rebate, reward, gifts and promotional price by targeting discussed variables, for increasing the number of impulse purchases. The results also suggest that the managers should carefully design their retail store environment for the highly involved consumers, since they are more likely to purchase on perceiving impulse. The study is focused on the apparel's consumers of Uttar Pradesh, so the result cannot be generalised for other states or for other countries. Future researchers could focus on some mediator and moderator factors such as age, income, education. In future comparative studies between age groups and gender can be conducted.

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